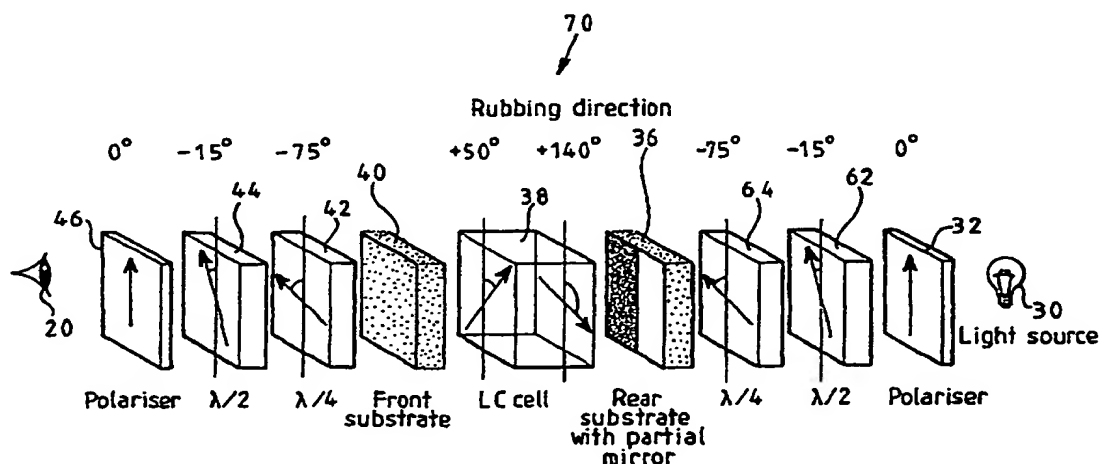


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(54) Title: TRANSFLECTIVE LIQUID CRYSTAL DISPLAYS



(57) Abstract

A transfective liquid crystal display (70) comprises a liquid crystal cell (38) disposed between a front substrate (40) and a rear substrate (36), a front polariser (46) located in front of the front substrate (40) and a rear polariser (32) located behind the rear substrate (36), a front retarder (42, 44) located between the front substrate (40) and the front polariser (46), a rear retarder (62, 64) located between the rear substrate (36) and the rear polariser (32), and a light source (30) located behind the rear polariser (32). A transfective display having a number of differently coloured sequentially flashing backlights is also provided.